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The smallest places shape the biggest personalities. Hailing from the Faroe Islands, Reiley quietly made a global impact with an exuberant presence as loud as his traffic-stopping voice and as colorful as his runway-ready aesthetic. After taking over TikTok, he piled up millions of streams on his original music and earned acclaim from *PAPER Magazine*, *Cosmopolitan*, *Billboard*, *Flaunt*, and more*.*

However, the singer, songwriter, director, producer, and personality properly tells his story in his own words on the *brb, having an identity crisis* EP [Atlantic Records] and much more to come in 2021.

“More than anything, I want to tell stories in my music and my videos,” he affirms. “I try to show different sides of who I am. I’m going to let you in on my life now.”

Thus far, that life proves equally fascinating and inspiring…

The Faroe Islands consist of 18 islands smack dab in the middle of the North Atlantic Ocean located 429 miles from Iceland and 200 miles from the UK. No matter how far his home seemed from the rest of the world, Reiley voraciously consumed popular culture through television and the Internet. He also kept busy by qualifying for the country’s national gymnastic team and performing in productions of musicals such as *Grease*, honing his vocal and back-flip abilities along the way through intense practice.

During 2020, he embraced TikTok as a way to connect with listeners far and wide. Against a colorful backdrop, he belted hits into a silver mic practically floating in front of him. After generating nearly 1 billion views, inciting 128 million likes, and attracting nearly 11 million followers, he unveiled his Atlantic Records debut single “Let It Ring” in 2021. Beyond racking up 10 million-plus streams, *Billboard* touted it among *“10 Cool New Pop Songs to Get You Through The Week*,*”* and *Flaunt* cited his versatility, *“Beyond the enchanting soundscape he comes equipped with, he expresses himself through fashion, dancing, visuals, set design, and most importantly, the storyline*.*”*

The storyline comes into focus like never before on his single “Superman.” Co-written by Reiley, he tearfully confronts the ripple effect of addiction on his family. From the first piano melody, his words cut deep, *“I don’t want to call you ‘Dad’, when you’re hurting the ones you love, it don’t work like that*,*”* before his voice rings out, *“When I was a kid, you were my superman*.*”*

“It’s a song about disappointment,” he admits. “It explores my relationship with my father. He’s struggled with alcoholism. Before I got signed, his addiction got so bad it almost broke up our family. When I wrote *‘Superman*,*’* I had so many emotions bottled up: pain, resentment, fear, empathy, pity. Even a sense of loss. Above all I was so incredibly disappointed. I grew up idolizing my father and thought he was infallible. But he’s only human. I think the realization that your parents *can* do wrong is always scary.”

Elsewhere on the EP, “You” swings on his vocal acrobatics into a fluttering high-register. These dynamics mirror the ups and downs of the *“love triangle”* at the song’s core. Meanwhile, funky guitar bolts down a head-nodding groove on the high-energy “Strange Love” punctuated by finger-snaps and fiery falsetto.

“I can be self critical and I get in my head a lot” he reveals. “*Strange Love* is the opposite of that. It’s about surrendering to the moment, loving yourself truly and being yourself completely. It’s who I want (and try) to be every day.”

The only way to be truly different is to be completely yourself, and that’s why Reiley will undoubtedly and indelibly alter pop music’s future.

“As an artist, it’s my job to bare my soul and reveal my true self,” he leaves off. “I hope, if you’ve had similar experiences to mine, you can find comfort in knowing you’re not alone. At the end of the day, that’s really why I’m here.”

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